1836 (Rev. 02-01) IS, Formerly M-1200
TREASURY DOCUMENTATION

Subject
  Internet/Intranet, Publishing Web Content

For   *Also See*
  EMPLOYEE HANDBOOK
  SUPERVISOR HANDBOOK

Identification	ET-03147
	Policy
Effective	3-1-2004
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Replaces	
	ET-03147 (12-1-2000)

INTRODUCTION

The purpose of this Policy is to provide guidance and consistency in publishing Web content to the Department of Treasury Web sites (Internet and Intranet).

The Web provides an opportunity to market the Department's services and programs directly to its customers. The varied programs and responsibilities of the Department pose a challenge in creating a well-integrated Web site. A good Web site is the result of well-defined standards and procedures and the cohesive effort between all key personnel.

STANDARDS FOR CONTENT

E-Michigan Standards

E-Michigan's *Look and Feel Standards for E-Government Applications* and *Usability Guidelines for E-Government Applications* ensure consistency and uniformity in the State of Michigan Web sites. These standards apply to all Web sites produced and maintained by and for the State of Michigan for the purpose of conducting official state business over the World Wide Web.

Treasury Web Content Criteria

Universal criteria for Web content is essential to develop and maintain a customer-friendly Web site. When developing Department Web sites, content must meet the following criteria:

- There is a business need.
- State and Department of Treasury positions are represented.
- Cost has been considered and expenditure of funds approved through the Executive IT Steering Committee, if applicable.
- The target audience is readily identified (i.e., individual taxpayer, tax preparer, software developer, debtor).
- Content is accurate and error free.
- Language is clear and concise.
- Content is portrayed in a non-offensive, socially acceptable manner.
- Content does not assume that the reader is familiar with the subject.
- Forms and Document Services has authorized the publishing of forms/publications.
- Content has been referred to a Bureau Director and/or Deputy Treasurer before publishing when there is a significant internal or external impact.

- If the content impacts other areas, all interested parties have reviewed the content (i.e., other offices/divisions and/or departments).

It is important to recognize that Web content frequently impacts several program areas. The Bureau Director must ensure that content which impacts multiple program areas is reviewed by all concerned parties to ensure agreement and accuracy.

KEY WEB PERSONNEL

Department Web Policy Team

The Department of Treasury Web Policy Team is responsible for the universal standards of the Department's Web sites. The Deputy Treasurers will appoint members to the Web Policy Team to represent their program areas. The Web Policy Team defines approval paths and develops Department Web policy and standards for content. Further, the Web Policy Team is responsible for recommending strategies to enhance the navigation and functionality of the Department's Web sites. On a quarterly basis, the Web Policy Team will produce a Department-wide Web calendar to serve as a long-range Web planning tool.

Department Public Information Officer (PIO)

The Department PIO works closely with the Department Web Policy Team and the Web Master to ensure Web content fits with the Department's mission and strategic plan. It is the responsibility of the Department PIO to ensure that the Web is an effective communication tool for the Department, internally and externally.

Department Web Master

The Department Web Master is responsible for evaluating Web content in accordance with the Department Web policies and standards. While developing content for Treasury Web sites, Web Liaisons will work closely with the Department Web Master. The Web Master will assist in writing, revising and processing the Web content. The Web Master is a source of assistance, guidance and objective review, furthering the joint goal of enhancing the quality and Web-friendliness of the Department Web sites.

The Department Web Master's responsibilities include:

- Reviewing content for compliance with Department Web standards.
- Maintaining, developing, revising and obsoleting content on Department-wide Web pages.
- Organizing meetings and training sessions for Department Web liaisons.
- Facilitating communication between key Web personnel.
- Acting as liaison to the Department of Information Technology (DIT) Web Team.

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Department Web Liaison

Web Liaisons are Treasury employees who have been appointed by an Office Director/Division Administrator and/or Bureau Director to act as liaisons between their program areas and the Department Web Master, PIO and DIT Web Team. Web Liaisons must be able to gather information, formulate and propose Web content, and evaluate the content against Treasury Web standards, policies, and criteria for content.

The Web Liaison's responsibilities include:

- Maintaining, developing, revising and obsoleting program area content on the Treasury Internet and Intranet Web sites.
- Identifying, cataloging and monitoring all Web pages and content within program area.
- Interviewing staff members to develop/revise content.
- Obtaining the appropriate approvals for content within area of responsibility as required by internal approval procedures.
- Working with the Department Web Master and/or PIO to make content Web-friendly and to determine the appropriate placement of content on the Treasury Web sites.
- Communicating information to and from Bureau/Division and the Department Web Master regarding Web-related issues.
- Attending Web Liaison meetings as appropriate.

DIT Web Team

The DIT Web Team provides the Department with the technical expertise to develop the Department's Web sites and publish Web content. The Web Team acts as the Department's liaison to e-Michigan staff and ensures that the Department adheres to e-Michigan standards for Web site development, along with assisting in any development of Web applications.

WEB CONTENT DEVELOPMENT AND PUBLISHING

While considering the development and publishing of Web content, it is the responsibility of every reviewer to ensure the proposed content meets the criteria for Treasury Web content as identified in the Standards for Content section.

Routine Content Updates

It is the responsibility of Web Liaisons to ensure that the Web content for their program area is accurate and timely. The Web Liaison may submit routine static changes that have received prior office/division approvals to the DIT Web Team. Examples of static content are telephone number or address updates, monthly meeting calendars, minutes, and other routine updates such as monthly statistical reports and interest rates.

Web Liaisons must recognize that routine changes might impact other program areas or affect the universal structure of a Web page. It is the responsibility of the Web Liaisons to refer questions regarding the routine nature of a request to their Office Director/Division Administrator for guidance. The Web Master is also a source of information for both the Web Liaisons and the Office Director/Division Administrator.

New Web Initiatives and Applications

A new Web initiative or application must have prior approval from the Executive IT Steering Committee if the initiative/application:

- Requires allocation of Department Information Technology (IT) funds or cross-departmental resources.
- Substantially changes and/or impacts the presentation of the Department to the public.
- Represents a significant difference in the way the Department does business.

The Office Director/Division Administrator is responsible for submitting a business case to the Bureau Director for presentation to the Deputy Treasurer and to the Executive IT Steering Committee. The Executive IT Steering Committee will review and prioritize all new Web initiatives and applications requiring allocation of IT funds or cross-departmental resources.

All other proposals for new Web content or significant Web changes must have the prior approval of the Bureau Director before development. Significant content changes can result from, but are not limited to, changes in programs, policies, procedures, regulations and/or laws. The Office Director/Division Administrator is responsible for submitting a business case to the Bureau Director for approval.

A written business case must identify the following:

- Background and purpose of new Web idea/application.
- Target audience - describe all entities/persons/agencies who may benefit from or be disadvantaged by the proposal.
- Department areas and external agencies which are affected or must participate in the development of the proposal.
- Cost and allocation of resources.
- Obstacles, if any, to successful implementation of the proposal.
- Legislative and/or political concerns.
- Consequence if idea/application is not undertaken.
- Alternative solutions.

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Marketing URL's

E-Michigan marketing URLs and domain names allow users to reach Web sites with easy to remember names or phrases. They are a good marketing tool to use when promoting a significant program and/or application. Marketing URLs may be obtained free through e-Michigan. An example of a marketing URL is "www.michigan.gov/unclaimedproperty." Domain names may be purchased through a Web company. An example of a purchased domain name is "www.met4kid.com."

To request a marketing URL or domain name, the Office Director/Division Administrator must develop a written business case that identifies the following:

- Background and purpose of URL or domain name
- Improvement/enhancement to the program
- Target audience
- Consequence if URL/domain name is not used and alternative solutions.

The Office Director/Division Administrator is responsible for submitting the business case to the Bureau Director for presentation to the PIO for review and consideration.

Developing Web Content

Once a Web proposal has received the appropriate approvals, the Web Liaison will work with the Web Master and DIT Web Team to develop the proposed content. The Web Liaison is responsible for the accuracy of the subject matter and ensuring that the content meets Treasury Web content criteria. The Web Master is responsible for representing the Department's perspective and providing an objective view. The DIT Web Team provides the technical assistance to develop a mock-up for review and consideration by management.

Approval of Web Content for Publishing

The Web Liaison will present the proposed content to the Office Director/Division Administrator for review and approval. The Office Director/Division Administrator is responsible for ensuring the appropriate approvals are received before the proposed content is published.

To ensure Web content fits with the global mission of the Department, the Department Web Master and/or PIO will make a final review of all new content and significant content changes before the Web Liaison forwards the content to the DIT Web Team for final publishing.

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